

ACHIEVE collaborative partnerships between city and county health officials, city and county government, tribal programs, parks and recreation departments, local YMCAs, local health-related coalitions, and other representatives from the school, business, health, and community sectors to implement improvements and address community risk factors in five specific sectors of the community. State departments of health and other state-level partners provide additional resources and information to help communities meet their goals. ACHIEVE communities develop and implement policy, systems, and environmental change strategies that can help prevent or manage health risk factors for heart disease, stroke, diabetes, cancer, obesity, and arthritis.

Five national organizations collaborate with CDC's Healthy Communities Program to support ACHIEVE communities:

- National Association of Chronic Disease Directors (NACDD)
- National Association of County and City Health Officials (NACCHO)
- National Recreation and Park Association
- Society for Public Health Education
- YMCA of the USA (Y-USA)

In January 2008, 10 initial communities were jointly selected by NACDD and Y-USA to pilot the ACHIEVE model in its first year. In March 2009, 43 communities were selected to join ACHIEVE and in February 2010, an additional 40 communities were added. Ohio currently has three ACHIEVE Communities in Butler County, Lake County, and Stark County.

In each ACHIEVE community nationwide, Community Coaches lead a Community Action Response Team (CHART) comprised of community members who help identify the policy, systems, and environmental changes that need to be addressed in a way that meets the needs of each unique community. The CHART team members work together to implement changes.

CHART members participate in an annual community needs assessment using the CDC's Community Health Assessment and Group Evaluation (CHANGE) tool. The CHANGE tool, developed by CDC's Healthy Communities Program, provides community leaders with a snapshot of local policy, systems, and environmental change strategies currently in place in their community and identifies areas where such health strategies are lacking. CHANGE assists each community in defining and prioritizing areas for improvement as part of its Community Action Plan (CAP).

Each CHART develops a Community Action Plan (CAP), identifies resources and collaborative opportunities, and works collaboratively with partners, community members, and local agencies to implement the CAP. Read more about the national ACHIEVE program at www.achievecommunities.org.

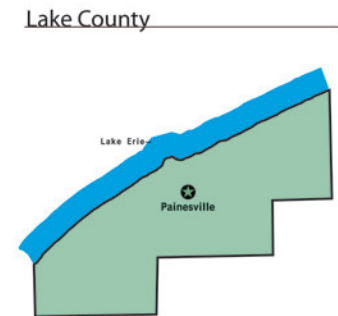
LAKE COUNTY, OHIO

Lake County At-a-Glance:¹

- Lake County, in northeast Ohio on the shore of Lake Erie, was home to over 227,000 residents in 2000, with approximately 5% of residents from minority populations. 18.4% of the population is age 60 or older.



- Lake County is geographically the smallest of Ohio's 88 Counties, but currently ranks 11th in population, accounting for 2% of the state's total population. It is considered to be among Ohio's fastest growing. Lake County has the lowest percentage of population living below the poverty line in the state.
- Despite higher-than-average median home values and education level, the county is challenged by many chronic disease problems and risk factors. Diseases of the heart, cancer, stroke, lower respiratory disease, diabetes mellitus, and unintentional injuries accounted for 72.7% of resident deaths during 2004-2006.
- Heart disease was the leading cause of death for Lake County residents in 2004-2006; cancer was the second leading cause of death.
- In Lake County, an average of 120 residents died from a stroke each year during 2004-2006. 27.5% of the adult residents reported having high blood pressure and 2.8% had previously had a stroke.
- 37.5% of adult residents had been told by their doctor their cholesterol was high. The estimated prevalence of diabetes among Lake County adult residents was 8% during 2004-2007. An average of 74 residents died each year from diabetes.
- During 2004-2007, 22.3% of adult residents reported being current cigarette smokers, 37.3% were overweight, and 25.1% were obese. Each of these factors increases the risk of developing a chronic disease.
- 10.8% of third-grade children were considered to be overweight in Lake County during 2004-2005.
- Of adults in Lake County, 77.8% reported consuming fewer than the minimum recommended five servings of fruits and vegetables daily, a risk factor for heart disease, stroke, and cancer. Physical inactivity is a risk factor for being overweight or obese; of adults in Lake County, 22.7% are physically inactive. 37.3% of adults were overweight in the timeframe 2004-2007 and 25.1% of adults were considered obese.



¹ According to the 2008 Healthy Ohio Community Profile for Lake County, Ohio Department of Health.

ACHIEVE Wellness—Lake County

In Lake County, ACHIEVE aims to address these risk factors present in the community by:

- providing education on healthy lifestyles,
- encouraging residents to consume nutritious foods, and
- supporting residents to engage in higher levels of physical activity.

Ultimately, this focus on nutrition and physical activity is intended to lower the risk of chronic disease and build an environment that will improve the overall quality of life for Lake County Residents. The program received \$85,000 in 2009 to fund the ACHIEVE Project over three years. After program start-up, \$71,150 in funds remain.

Three community coaches from the Lake County General Health District and the local YMCA work with a 30-member CHART team including representatives from local government, social services, higher education, health care and local businesses.

Formative steps in the first year of program implementation include:

- Initial recruitment of community members for the CHART team and completion of a community needs assessment using the CDC's CHANGE tool.
- Participation at CDC Action Institute training in Denver, CO by 8 CHART members, 2 Community Coaches, and 1 State Advisor from Ohio Department of Health (ODH).
- Identification of goals in four sectors including community-at-large, schools, community institutions/organizations, and worksites, with activity in each sector driven by sub-action teams within the CHART.
- Development of CHART coalition guidelines, budget expense forms, organizational chart, and branded collateral material.
- Development of a website to support activity in all sectors, <http://www.lakecountyohio.gov/achieve> , including GIS mapping of recreational opportunities across the county: www.lakegis.org/achieve
- Development of "ACHIEVE Wellness – Lake County" fact sheet with logo, purpose, vision, and content for promotional and recruitment activities.



Sub-action teams were developed based upon area of expertise and/or interest, and the coalition currently meets monthly. Although the CHART initially addressed all five sectors identified by the national ACHIEVE program, the coalition decided to narrow its focus to four sectors based on the results of the CHANGE tool assessment, which indicated a need to improve physical activity and nutrition in the county. These two issues became the focus of work in each sector (community-at-large, schools, community institutions/organizations, and worksites). Initial work in the health care sector was planned, but in the hopes of focusing on more targeted activities and outcomes, work in that sector was deferred.

Key activities in the program's four targeted sectors during the three year span of program implementation are highlighted below:

A. Community-at-Large: community-wide efforts that impact the social and built environments, such as improving food access, walkability or bikeability, secondhand smoke exposure, or personal safety. Lake County has 12 CHART members that represent this sector and 6 members that make up the sub-action team. Eleven percent of the remaining budget targets this sector.

- Implementation of a countywide recreational day in partnership with Lake Metroparks. Friday, May 14, 2010 was "Bike to Work Day."
- Creation of a comprehensive inventory of recreational providers and amenities.
- Development of a countywide recreation plan by 2011.
- Development of a public transportation plan for non-vehicular mode of transportation.

B. Schools: all primary and secondary learning institutions (e.g., elementary, middle, and high schools, whether private, public, or parochial). Lake County has 3 CHART members that represent this sector and 10 members make up the sub-action team. Thirty-five percent of the remaining budget targets this sector.

- Assessed all existing nutrition/healthy eating policies and physical activity policies in all local school districts and brainstormed additional nutrition/healthy eating policies to supplement existing policies.
- Presented ACHIEVE program goals and objectives to school superintendents and school nurses.
- Working to address the sale of unhealthy foods for school fund raisers, promoting foods that are 200 calories or less with less than 30% of calories from fat, and promoting other alternatives to food for fundraising. For example, alternatives include walk-a-thons and other events that encourage physical activity.
- Encouraging use of fresh produce from local farm markets for cafeterias.
- Provided five "Veggie U" kits for 4th grade classes and assisted and supported Safe Routes to School funding.
- Provided local schools, K-12, with a grant opportunity that will be utilized to implement policy and environmental changes within the classroom or school for improvement of physical activity and nutrition.

C. Community Institutions/Organizations: entities within the community that provide a broad range of human services and access to facilities (e.g., childcare settings, faith-based organizations, senior centers, boys and girls clubs, colleges/universities). Lake County has 8 CHART members that represent this sector and 5 members that make up the sub-action team. Five percent of the remaining budget targets this sector.

- Offered food and nutrition programs to residents in partnership with the Ohio State University Extension. Class participants are offered vouchers for a farmer's market in Painesville when residents attend classes (one voucher per class for up to three classes).
- Promotion of diabetes programs offered through the YMCA in partnership with the hospital. Participants that complete 90% of the classes will receive a 6-month free membership at the YMCA. Programs are promoted through local physicians' offices.
- Development of resource guide that outlines all local organizations providing Type II Diabetes screenings, to be presented to the medical community in an effort to collaborate on a referral network.

D. Worksites: places of employment (e.g., private offices, restaurants, retail establishments, government offices). Lake County has 27 CHART members from this sector. Thirty-one percent of the remaining budget targets this sector.

- Assessed worksite policies regarding nutrition and developed a plan to educate management on wellness options.
- Contacted 12 worksites to implement ACHIEVE programming, which includes policy and/or environmental changes such as installing bike racks and promoting healthy fruits for staff from local farmers. Five to six worksites have committed to implementing this type of work through ACHIEVE.

Future plans

ACHIEVE Wellness—Lake County plans to meet with local parks and recreation partners to plan a second county-wide bike day in 2010, and is currently planning to meet with elected officials and school leaders to disseminate information about the program and engage them in activities for Year Two of the program. Efforts to engage local businesses will also continue and worksite wellness plans focusing on physical activity and nutrition have been drafted. The program continues to seek out opportunities to impact policy and environmental changes in the county. The program has been successful in engaging local leaders from many sectors and to capitalize on the experience and expertise of CHART members. As the majority of the first year has focused on program start-up and implementation, attention will turn to evaluating the outcomes associated with these activities and initiatives as the program continues to develop. Support from community leaders and local residents are perceived as key components for future success.

Lake County has received training and technical support from ODH for coalition building and evaluation planning. The program now has a logic model in place that aligns its efforts with the national ACHIEVE program goals. Coaches will receive ongoing support for program implementation and development from consultants from Ohio's Creating Healthier Communities program.